

1     **WHAT IS CLAIMED IS:**

2     1. A method for disseminating advertising messages to consumers of fortune cookies,  
3         which method comprises:

4         (a) providing an advertising insert having imprinted thereon an advertising message  
5             which may be viewed by a consumer;

6         (b) producing a fortune cookie with said insert therein;

7         (c) distributing said fortune cookie with said advertising insert to a consumer outlet;  
8             and

9         (d) distributing said fortune cookie with said advertising insert to consumers  
10             associated with said consumer outlets, thereby disseminating said advertising  
11             message to said consumers

12         (e) wherein said insert is selected from the group consisting of

13             i) inserts comprising a plurality of superimposed, imprintable substrate sheets;

14             ii) inserts comprising a plurality of imprintable substrate sheets, wherein said  
15                 substrate sheets are affixed to each other;

16             iii) inserts comprising an imprintable substrate sheet having a fold therein;

17             iv) inserts comprising an imprintable substrate having imprinted thereon a  
18                 manufacturer coupon redeemable by a consumer of said fortune cookie which  
19                 includes machine readable indicia associated therewith to facilitate automated  
20                 processing of said coupon; and

21             v) inserts having an imprintable surface in excess of 3.5 square inches wherein  
22                 said fortune cookie is produced from a circular blank approximately 3 inches  
23                 in diameter.

24     2. The method of claim 1, wherein said consumer outlet is a food service establishment.

25     3. A method for packaging and distributing fortune cookies for dissemination to a target  
26         consumer group, which method comprises:

27         (a) providing fortune cookies having therein an advertising insert, said advertising  
28             insert having imprinted thereon an advertising message for a target consumer  
29             group;

- 1 (b) packaging said fortune cookies in a shipping carton having a machine readable  
2 indicator uniquely associated with said advertising message;
- 3 (c) reading said indicator and in response thereto shipping said carton to consumer  
4 outlets associated with said target consumer group, whereby said fortune cookies  
5 may be distributed to consumers thereby disseminating said advertising message.
- 6 4. An advertising insert for fortune cookies, said insert comprising a plurality of  
7 superimposed, imprintable substrate sheets.
- 8 5. The advertising insert of claim 4, wherein said insert comprises three superimposed  
9 imprintable substrate sheets.
- 10 6. The advertising insert of claim 4, wherein said insert comprises two superimposed  
11 imprintable substrate sheets.
- 12 7. The advertising insert of claim 4, wherein said insert is produced by cutting a  
13 plurality of superimposed continuous webs of said imprintable substrate.
- 14 8. The advertising insert of claim 4, wherein said insert has a fold therein.
- 15 9. The insert of claim 4, wherein said advertising message imprinted on said insert  
16 includes a manufacturer coupon redeemable by a consumer of said fortune cookie  
17 which includes machine readable indicia associated therewith to facilitate automated  
18 processing of said coupon.
- 19 10. An advertising insert for fortune cookies, said insert comprising a plurality of  
20 imprintable substrate sheets, wherein said substrate sheets are affixed to each other.
- 21 11. The advertising insert of claim 10, wherein said substrate sheets are releasably  
22 laminated together.
- 23 12. The advertising insert of claim 11, wherein said substrate sheets are laminated  
24 together with a releasable adhesive.
- 25 13. The advertising insert of claim 10, wherein said substrate sheets are affixed to each  
26 other at only one end of said sheets.
- 27 14. The advertising insert of claim 10, wherein said substrate sheets are releasably  
28 affixed to each other at only one end of said sheets.
- 29 15. The advertising insert of claim 10, wherein said insert comprises three imprintable  
30 substrate sheets.

- 1 16. The advertising insert of claim 10, wherein said insert comprises two imprintable  
2 substrate sheets.
- 3 17. The advertising insert of claim 10, wherein said laminated insert is produced by  
4 cutting a plurality of continuous webs of said imprintable substrate, wherein said  
5 substrate webs are affixed to each other together.
- 6 18. The advertising insert of claim 10, wherein said insert has a fold therein.
- 7 19. The insert of claim 10, wherein said advertising message imprinted on said insert  
8 includes a manufacturer coupon redeemable by a consumer of said fortune cookie  
9 which includes machine readable indicia associated therewith to facilitate automated  
10 processing of said coupon.
- 11 20. An advertising insert for fortune cookies, said insert comprising an imprintable  
12 substrate sheet having a fold therein.
- 13 21. The advertising insert of claim 20, wherein said insert has a horizontal fold therein.
- 14 22. The advertising insert of claim 21, wherein said insert has two horizontal folds.
- 15 23. The advertising insert of claim 21, wherein said insert has a vertical fold therein.
- 16 24. The advertising insert of claim 21, where said insert is produced by cutting and  
17 folding a continuous web of said imprintable substrate.
- 18 25. The insert of claim 21, wherein said advertising message imprinted on said insert  
19 includes a manufacturer coupon redeemable by a consumer of said fortune cookie  
20 which includes machine readable indicia associated therewith to facilitate automated  
21 processing of said coupon.
- 22 26. The advertising insert of claim 20, wherein said insert has a vertical fold therein.
- 23 27. The advertising insert of claim 26, wherein said insert has two vertical folds.
- 24 28. The advertising insert of claim 26, where said insert is produced by cutting and  
25 folding a continuous web of said imprintable substrate.
- 26 29. The insert of claim 26, wherein said advertising message imprinted on said insert  
27 includes a manufacturer coupon redeemable by a consumer of said fortune cookie  
28 which includes machine readable indicia associated therewith to facilitate automated  
29 processing of said coupon.

- 1 30. An advertising insert for a fortune cookie, said insert comprising an imprintable  
2 substrate having imprinted thereon a manufacturer coupon redeemable by a consumer  
3 of said fortune cookie which includes machine readable indicia associated therewith  
4 to facilitate automated processing of said coupon.
- 5 31. The insert of claim 30, wherein said manufacturer coupon includes a bar code  
6 associated therewith.
- 7 32. The insert of claim 30, wherein said manufacturer coupon includes a UPC bar code  
8 utilizing the UCC/EAN-128 Article Numbering System.
- 9 33. A fortune cookie comprising an advertising insert, wherein said insert is selected from  
10 the group consisting of  
11 (a) inserts comprising a plurality of superimposed, imprintable substrate sheets;  
12 (b) inserts comprising a plurality of imprintable substrate sheets, wherein said  
13 substrate sheets are affixed to each other;  
14 (c) inserts comprising an imprintable substrate sheet having a fold therein;  
15 (d) inserts comprising an imprintable substrate having imprinted thereon a  
16 manufacturer coupon redeemable by a consumer of said fortune cookie which  
17 includes machine readable indicia associated therewith to facilitate automated  
18 processing of said coupon; and  
19 (e) inserts having an imprintable surface in excess of 3.5 square inches wherein said  
20 fortune cookie is produced from a circular blank approximately 3 inches in  
21 diameter.
- 22 34. The fortune cookie of claim 33, wherein the insert comprises a plurality of  
23 superimposed, imprintable substrate sheets.
- 24 35. The fortune cookie of claim 33, wherein the insert comprises a plurality of  
25 imprintable substrate sheets, wherein said substrate sheets are affixed to each other.
- 26 36. The fortune cookie of claim 33, wherein the insert comprises an imprintable substrate  
27 sheet having a horizontal fold therein.
- 28 37. The fortune cookie of claim 33, wherein the insert comprises an imprintable substrate  
29 sheet having a vertical fold therein.

- 1 38. The fortune cookie of claim 33, wherein the insert comprises an imprintable substrate  
2 having imprinted thereon a manufacturer coupon redeemable by a consumer of said  
3 fortune cookie which includes machine readable indicia associated therewith to  
4 facilitate automated processing of said coupon.
- 5 39. The fortune cookie of claim 33, wherein the insert comprises an imprintable surface  
6 in excess of 3.5 square inches wherein said fortune cookie is produced from a circular  
7 blank approximately 3 inches in diameter.
- 8 40. The fortune cookie of claim 39, wherein said insert has an imprintable area in excess  
9 of 7.0 square inches.
- 10 41. The fortune cookie of claim 39, wherein said insert has an imprintable area in excess  
11 of 10.5 square inches.
- 12 42. The fortune cookie of claim 39, wherein said insert has an imprintable area in excess  
13 of 14.0 square inches.